

campaign, advertising in the Print Media, participation in fairs and exhibitions, organising seminars, workshops and road shows, printing and distributing brochures and collaterals, brochure support/joint advertising with travel agents/tour operators, market research and collection of market intelligence data and public relations.

Spreading of serene beaches in Orissa to attract foreigners

681. SHRI RUDRA NARAYAN PANY:
SHRI B.J. PANDA:
MS. PRAMILA BOHIDAR:

Will the Minister of TOURISM be pleased to state:

(a) whether it is a fact that foreign tourism has started picking up in Orissa (especially from UK and France) and the State Government proposes to spread serene beaches to attract foreigners;

(b) whether the State Government proposes to print their brochure in foreign languages to woo foreign tourists; and

(c) if so, what is the action plan of the Centre to help this backward State in the successful execution of the above project?

THE MINISTER OF TOURISM (SHRIMATI AMBIKA SONI): (a)
Yes, Sir.

(b) and (c) The Ministry of Tourism has produced brochures, folders, posters on major tourist attractions of the country including tourist spots/circuits of Orissa. Ministry of Tourism has already sanctioned Rs. 47.24 crore for development of tourism infrastructure in the State during the last five years. It assists the State Government in holding tourism fairs and festivals. It also helps in organizing fam tours of foreign tour operators and journalists for better marketing of the State tourism products.

Promotion of tourism in Rajasthan

†682. SHRI SANTOSH BAGRODIA:
DR. PRABHA THAKUR:

Will the Minister of TOURISM be pleased to state:

(a) the details of the various projects pending for sanction with the Central Government for the development and promotion of tourism in Rajasthan;

†Original notice of the question was received in Hindi.